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**A BILL FOR AN ORDINANCE**

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RELATING TO THE HONOLULU ZOO.

BE IT ORDAINED by the People of the City and County of Honolulu:

SECTION 1. Purpose. The purpose of this ordinance is to allow limited advertising in Honolulu Zoo exhibits or facilities.

SECTION 2. Chapter 2, Revised Ordinances of Honolulu 1990, as amended ("Executive Agencies-Additional Powers, Duties and Functions"), is amended by adding a new article to be appropriately designated by the revisor of ordinances and to read as follows:

**"Article \_\_. Department of Enterprise Services**

**Sec. 2-\_\_1 Advertising of Honolulu Zoo exhibits or facilities.**

- (a) The city may allow indoor advertising at the Honolulu Zoo pursuant to Hawaii Revised Statute Chapter 102.
- (b) The department of enterprise services in consultation with the director of the Honolulu Zoo ("Zoo") may, through the department of budget and fiscal services, rent or let space for indoor advertising at exhibits or facilities located within the Zoo for an agreed upon term; provided that:
  - (1) Advertising that may be visible from public streets and highways is prohibited;
  - (2) Only commercial advertising or other advertising that proposes a commercial transaction will be allowed; and
  - (3) The following types of advertising will not be accepted:
    - (A) Advertising which bears the name, signature, picture or likeness of any elected official or of any candidate for federal, state, or city elective office;
    - (B) Advertising which, by reason of design, format or subject matter promotes or appeals to racial, religious, or ethnic prejudice or violence;



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- (C) Advertising which contains pictures, words, or symbols of an obscene, lewd, lascivious or indecent character;
  - (D) Advertising which promotes any illegal, indecent, or immoral purpose; and
  - (E) Advertising of any product or service which is prohibited by law to be sold or offered for sale to minors or an age-based subgroup of minors.
- (c) The terms of advertising at the exhibit or facility must include but will not be limited to:
- (1) Designation of the specific exhibit or facility at the Honolulu Zoo being advertised at;
  - (2) The amount proposed to be paid for the advertisement at the specified exhibit or facility; and
  - (3) The maximum length of time that the advertisement will be permitted to be displayed.
- (d) The departments of enterprise services and budget and fiscal services, in consultation with the director of the Honolulu Zoo may adopt rules, in accordance with HRS Chapter 91, for the implementation, administration and enforcement of this article."



**CITY COUNCIL**  
CITY AND COUNTY OF HONOLULU  
HONOLULU, HAWAII

ORDINANCE \_\_\_\_\_  
BILL 26 (2015)

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SECTION 3. This ordinance takes effect upon its approval.

INTRODUCED BY:

*Shymberly Po'e*

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DATE OF INTRODUCTION:

**MAR 3 1 2015**

\_\_\_\_\_  
Honolulu, Hawaii

\_\_\_\_\_  
Councilmembers

APPROVED AS TO FORM AND LEGALITY:

\_\_\_\_\_  
Deputy Corporation Counsel

APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
KIRK CALDWELL, Mayor  
City and County of Honolulu